

Undergraduate Diploma in Digital Marketing: Intake November 2024

Assessment Task: Research project based the question below	
Module: <i>Research Project</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: MQF Level 5	Student Name:
Date:	Student Number:
Project Proposal: 26 September 2025 Presentation Delivery: 13 October 2025 Assignment Deadline: 13 November 2025	
Research Question: <p>How can a comprehensive SEO strategy that integrates keyword research, technical optimisation, content development, and performance analytics be designed to improve the organic visibility, search rankings, and user engagement of a fictional Maltese business operating in a competitive digital landscape?</p> Project Overview: <p>This project requires you to design a complete SEO strategy for a fictional Maltese business. You will begin with a literature review on SEO fundamentals and then apply your knowledge to develop a strategy that incorporates on-page, off-page, and technical optimisation, supported by content creation and analytics. Your strategy should aim to improve the business's organic search visibility and long-term digital performance.</p>	
Important Notes <p>The expected format:</p> <ul style="list-style-type: none"> ➤ Cover Page ➤ Contents Page ➤ Your research, data and analysis on Digital Marketing Strategies ➤ Reference List ➤ Appendices <p>Assignment Document Format:</p> <ul style="list-style-type: none"> • Your assignment document should be structured using appropriate headings and subheadings. • Use a professional and consistent formatting style throughout the document. • Text - Times New Roman, Size 12, 1.5 line spacing • Ensure proper citation and referencing of any external sources used in your research - Harvard Style must be used. <p>Word Count and Appendices:</p> <ul style="list-style-type: none"> • The main body of your assignment should be approximately 7,000 words, excluding appendices. • Appendices can include supporting documents such as market research data, screen shots, and any additional materials that support your strategy. <p>Tips for Success:</p> <p>Focus on authenticity and building emotional connections through content. Use real tools and platforms for examples (e.g., Canva, Google Trends, Instagram analytics). Demonstrate creative thinking supported by practical strategies. Proofread carefully and ensure proper referencing. Do not rely on AI generated content but conduct proper research.</p>	

Pass Mark - 50% of total weighted score	Researched Project: 80% Presentation: 20% Total Project Weighting - 100%
By submitting I confirm that this assessment is my own work	